

AMENDMENTS

IN THE SPECIFICATION:

Amend the paragraph beginning at page 1, line 7 to read as follows:

a' The internet has grown explosively over the past decade, during which time the internet has evolved into a multinational forum for e-commerce, educational and informational exchange. With this explosive growth, the sheer volume of content available on the internet has made it difficult for content providers to make their content known and for users to find the content. While large businesses with large marketing programs and budgets can garner great attention and generate high traffic volumes to their sites through mass media advertising and the like, small content providers, such as individuals and small businesses, go all but unnoticed.

Amend the paragraph beginning at page 5, line 11 to read as follows:

a² In accordance with one embodiment of the invention, there is provided a system and method for conducting field specific searches of decentralized, non-standardized content using key information. The system and method provide a portal server for receiving content search requests from users. The search requests contain search terms associated with portal tags. The associated portal tags define search criteria wherein the search for a term will be restricted to content fields corresponding to that term's associated portal tag. The content is stored on a plurality of remote content servers and is tagged by the provider using a tagging language such as XML to identify important content fields of information within the content. Each content provider may tag its content according to its own tagging scheme. The content providers in turn supply key information cross-referencing their tags to corresponding portal tags during a registration process. In this way, the portal server searches the content of each provider by comparing each search term associated with a portal tag to content identified by a corresponding provider tag.